

The Influence of Tourism Product Components and Promotions on Tourist Destination Image and the Impact on Revisit Intentions to Lake Toba Area, North Sumatra

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Abstract

North Sumatra has the potential of tourism from the physical aspect (natural beauty) and non-physical (history, customs and regional specialities). The purpose of this study is to analyze and evaluate the components of product and tourism promotion which has a significant effect on the decreasing of tourists in Lake Toba Area and designing the necessary policy and strategy to be implemented to overcome the decreasing tourist in Lake Toba Region. This study is quantitative research, where the research area covers seven tourist districts in North Sumatra by using 150 tourists as samples. The research finds that tourism products do not have an effect on the interest of visiting directly but it affects the tourist image. Promotions affect visitor interest both directly and indirectly through destination images. In the meantime, the regency needs improvements to the tourist attractions of the North Tapanuli Regency.

Keywords: Tourism Products, Tourism Promotions, Destination Images, Revisit Intentions.

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INTRODUCTION

Many communities expect the tourism sector to be a substitute for major foreign donors after the decline in the role of oil and gas. Foreign exchange and labour absorption in this sector are significant for foreign exchange earnings. Even in 2019 estimated tourism had defeated foreign exchange earnings from oil palm industry in the form of Crude Palm Oil (CPO). The tourism sector is the easiest contributor to a country's Gross Domestic Product (GDP) income and foreign exchange. Because the derivative effects of an investment in the tourism sector on GDP are huge. Surely this affects the State of Indonesia as well. Based on World Bank's research results quoted in the article <https://finance.detik.com/berita-ekonomi-bisnis/d-3687715/tiga-tahunjokowi-jk-to-devisa-the-second>, Indonesia is rated as one of the 20 fastest-growing countries in the tourism sector. Indonesia's tourism growth in recent years reached 25.68%. While the tourism industry in Southeast Asia only grows 7%, while the world only grows 6%. Foreign exchange earnings from the tourism sector since 2016 have overcome the revenue from oil and gas and on the inclusion of CPO.

Indeed, Indonesia has a tremendously natural and cultural potential that is truly worthy to be proud of as a "symbol" of the tourism services industry that has

not yet been touched. Tourism should preferably be able to optimally provide an economical added value for each area of potential tourism. North Sumatra has the potential of tourism from the physical aspect (natural beauty) and non-physical (history, customs and regional specialities). What should be the concern of the Government in developing this tourism sector is not just how to attract tourists to the North Sumatra Province, but also how to make the tourists intend to re-visit to North Sumatra Province in the future and increase their travel time. It is important that the industry become a sustainable industry.

Thus, the North Sumatra Provincial Government recognizes the importance of the tourism industry in the development of a regional economy which is currently a priority development. The efforts of the North Sumatra Government in the development of North Sumatra tourism are by reforming from several important aspects. The tourism development has 3A concept, namely: Attractions, Access and Amenity.

Lake Toba with its natural beauty makes the area covering it as the priority of the object and tourist attraction (ODTW) in North Sumatra. Recognizing that, the Government established the Lake Toba (KDT) Area as a National Strategic Area (KSN) in tourism. The Toba Lake area has several districts, such as Karo,

Dairi, Humbang Hasundutan, North Tapanuli, Toba Samosir, Samosir and Simalungun. As a tourist destination, the Lake Toba area is a complete tourist attraction because it is not only rich in beautiful nature but also has a rich cultural and historical diversity. The social life and exoticism of the local people are also an attraction for tourists to visit.

One of Toba Lake Tourist Promotion Activities is by hosting the Lake Toba Festival as a step to participate in domestic tourism competition. This activity aims to align North Sumatra as one of the tourist destinations of all provinces in Indonesia. To introduce a tourism product, it is necessary to have a promotion. Promotion is also a tool to change the brand image of the people about North Sumatra. The promotion of the North Sumatera Culture and Tourism Office includes advertising, personal sales, and public relations by advertising outside the region and in the international media, promoting the culture and tourism exhibition at home and abroad and so on. If the promotion goal is reached maximally, it will create a positive image of North Sumatra that can ultimately attract tourists to re-visit the tour to North Sumatra. Each tourist area has its image. Image Lake Toba area is one of the factors that form the demand of the tourism industry that should be managed as best as possible so that the purpose of tourism from North Sumatra can be reached.

Various components of tourism products are launched through a tour program with the aim of creating a positive image of the witches of Lake Toba to attract tourists to re-visit. The tour program is launched in the form of nature tourism, culture and history. To increase tourist visits and return visits to Lake Toba, there is a need to study whether tourism products carried by the North Sumatra Government can create a positive image in the minds of tourists. The potential of this magnificent North Sumatera tourism will be useless if the products and promotions are not well managed. Whereas if well maintained, this tourism sector can be a huge source of local revenue in the long run.

Concerning the above issues, some research questions that highlighted are

RQ1: Based on product components and tourism promotion, which factors have a significant effect on the decline of tourists in Lake Toba?

RQ2: What are the policies and strategies that are implemented to address the decline of tourists in Lake Toba?

LITERATURE REVIEW

Tourism and Travelers

Travel is a journey that a person does away from home. For more details here is the understanding of tourism from some experts. According to the United

Nations World Tourism Organization (UNWTO) quoted by the League and Vanny [1], tourism is "Traveling activity and living a person outside his / her residence and environment for not more than one year in sequence for travel, business or other purposes not to work where he visits."

According to Krapf in Soekadijo quoted League and Vanny [1] tourism is "The whole network and the symptoms associated with the stay of strangers somewhere, provided that they do not live there to do an important job that provides a permanent advantage or temporarily. " From some of the above definitions, it can be concluded that tourism is the activity of a person outside his / her residence for travel, business or other purposes and does not reside in that place. Tourism has characters such as services submitted by Ni Luh Henny [3]: 1, Intangibility, 2, Inseparability, 3, Perishability, 4, Variability.

There are two types or types of tourists, foreign tourists and domestic or international tourists. Foreign tourists are foreign tourists or people who are recreating to other countries. Domestic tourists or archipelagic tourists are tourists who travel to other places, but still in their own country. According to G.A. Schmoll, a traveller is an individual or group of individuals who plan their purchasing power to travel for recreation and leisure purposes. Based on the nature of travel and the scope of travel, travellers can be divided, such as foreign tourists or foreign tourists, are foreign tourists who travel excursions that come to other countries from their home country. Domestic foreign travellers or foreign domestic tourists are foreign travellers living in a country travelling excursions in a country of residence where they live. Foreign domestic or indigenous tourist is a citizen of a particular country, overseas, returning to their home country, and conducting tours in the original country of origin.

Transit or transit tourist travellers are tourists who when travelling to a particular country are forced to drop by or come to a country but not for their own ability. Further business travellers or business tourists are people or societies, foreigners or their own nationals travelling, but not aiming for excursions, but to travel after all their major goals or work have been completed. Domestic tourists are not tourists coming from other countries. Domestic tourists travel and recreation to other parts of the country to know something different from the surrounding environment. The goal of domestic tourists is to travel domestically, ie to cure curiosity in places that he or she thinks to be amazing and fun.

Tourism has various types and follows the description of the type of tourists divided into two categories according to Liga and Vanny [1]: 1, Nature Tours, which consist of Marine Tourism, Ethnic

Tourism, Tourism Nature Reserve (Ecotourism), Buru Tourism, Agro Tourism. 2, Social Tourism - Culture, consisting of historical monuments and monuments, these tours include cultural groups, national monuments, historic buildings, towns, villages, religious buildings as well as other historical places such as battlefields is a major tourist attraction in many countries. Museums can be developed based on themes, among other archaeological museums, history, ethnology, natural history, art and crafts, science and technology, industry, or with other special themes.

Tourism marketing

According to Kotler and Armstrong [4], marketing is a social and managerial process where individuals and groups acquire what they need and want by creating and exchanging products and values with others. Tourism marketing is a more complex activity because the products produced by the tourism industry have a distinctive character when compared to products in the form of goods. Tourism products have links with each other.

Revisiting Intention

The willingness to buy is a part of the behavioural component in consuming attitudes. Sulistyari [5] states that willingness to buy is defined as a possibility when a buyer intends to buy a product. Purchase is a consumer behaviour that indicates the extent of its commitment to making a purchase. Purchase is different from buying intention. Purchase intent is a follow-up of consumer buying interests where the confidence to decide to buy is already in a large percentage. It can be argued that purchase intentions are the final tiers of buying an interest in the assumption before the purchase decision is taken. Sulistyari [5], consumer interest is how likely consumers buy a brand or how likely it is for consumers to move from one brand to another.

Sulistyari [5], buying interest is the stage of respondents' tendency to act before the buying decision is actually implemented. Sulistyari [5], buying interest hierarchy effect is used to illustrate the order of process of belief, attitudes and cognitive behavioural owned by consumers by attributing attributes, benefits, and objects (by evaluating information), while attitude refers to the feeling or the effective response. The attitude applies as a reference that affects its environment Sulistyari [5]. Some factors that make up Kotler & Armstrong [4] consumers' buying interests are: 1, Attitude of others, the extent to which the attitude of others reduces the preferred alternative of a person will depend on two things, the intensity of the other's negative nature towards the preferred consumer and motivation consumers to follow the wishes of others. 2, unanticipated situation factor, this factor will eventually change the consumer's standing in purchasing. It depends on the consumer's own thinking, whether he is confident in deciding to buy an item nor.

The personal characteristic of the consumer used to process the stimulus is very complex and one of them is the motivation to buy. In the Mital research in Sulistyari [5] said that one indication of the success of a product is the large consumer interest in the product concerned. Sulistyari [5] says that if we want to influence someone, the best way to learn is what he thinks; it will not only be informed about that person and how the information process can work and how to use it. This is called "The Buying Process".

According to Ferdinand [6] in Sulistyari [5] buying interest can be identified through the following indicators: 1, Transactional interest, namely the tendency to buy the product. 2, Referential interest, ie the tendency of a person to refer the product to another person. 3, Preferential interest, the interest that describes the behaviour of a person who has a primary preference on the product. This preference can only be changed if something goes wrong with its preference products. 4, Explorative interest, this interest illustrates the behaviour of a person who is always looking for information about the product he or she is interested in and seeking information to support the positive qualities of the product.

According to Suwanto [7] the attributes considered by the community in the visit, namely: 1, the Wisdom of Touring Products must be in line with what the community seeks and prefer or according to market demand. Because of what the traveller wants and wants depends on the motifs of tourism, tourism products must also be compatible with tourist travel motives measured by the hygiene of tourist attractions, arrangement of tourist attractions and imagery of the tourist attractions. 2, Price Policy - The price of a tourism product is the sum of the price of the components. Price discretion strives to determine the right price for tourism products, so it is balanced with market-buying power and attracts potential travellers. For that purpose, people need to know the tourism market, especially in terms of purchasing power. 3, Place / Distribution Distribution function presents products in the middle of the market. With the product in the middle of the market, the community can easily see and buy it, measured by access to the location of the tourist location, the location and the location of the tourist attractions. 4, Promotion Mix the ultimate goal of all marketing and promotional activities is the people who ultimately spend money on sightseeing. The successful promotion of tourism can be measured by the amount of information requested and the volume of tourist arrivals. Promotions can be in the form of direct promotion (promotion and promotion), which is measured by billboards, pamphlets and road signs. 5, Services and Facilities - The facilities are closely related to the elements in service. Service links to tourists with all the facilities that enable them to travel, measured by parking lots, places of worship and

facilities available on tourist attractions. Purchase interest can be increased by taking into account several factors, such as 1, Psychic Factor, 2, Social Factors.

According to Schiffman-Kanuk in Suwandi [9], purchases made by consumers consist of 2 types, namely purchase of trial and repurchase. Purchase trial happens if the consumer buys a product with a particular brand for the first time, in which case the consumer tries to investigate and evaluate the product by trying directly. If the purchase of the experiment is satisfied, and the consumer desires to buy back, this type of purchase is called repurchase. If the customer is satisfied, then it will show the possibility of repurchase and even invite others. The buy-back is defined as a purchase intention which is a strong desire to buy back [11]. According to Miller, Glawter and Primban in Basiya and Rozak [11] define the purchase intention is a mental state of someone who reflects a plan to take some action within a certain period of time. This definition is assumed to be an immediate antecedent of behaviour. Its application in research on the definition of purchases intention is that customers will undertake repatriation actions in the future as a direct response to post-purchase behaviour within a certain period of time. Purchases intention in relation to tourist visits in the purchase of tourism services is referred to as behaviour attention to visit. Conceptualization of the model of the relationship between perceived service quality, service value, and satisfaction and its relative influence on buying interest behaviour [11].

Tourism Product

Philip Kotler, John T. Brown, James C. Makens explained in his book *Marketing for Hospitality and Tourism* [12] understanding of the product is "A product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. It includes physical objects, services, places, organizations, and ideas. "The definition is that a product or thing is created and offered to the market to meet the needs of the market and from that product, the market or consumer is getting satisfaction. The relevance of products with components of tourism products is a component of tourism products is a tangible product, this product is a service chain that not only has economic but also social, psychological and natural aspects, although the composition of the tour product itself largely influenced by economic behaviour.

The components of the tourism product component are described by Gamal Suwanto in *Tourism Basics* [13] that is 1, the product or component of travel products cannot be moved. Therefore, in sales, it is not possible that the product is brought to the consumer. On the contrary consumers (tourists) should be taken where the product is produced. This is different from the goods industry where the product or product can be moved where the goods are needed by

consumers. 2, Production and consumption occur at the same place and time. Without consumers buying products or services then there will be no production process. 3, the component of the tour product does not use standard physical measure but uses the standard of service based on certain criteria, 4, Consumers cannot taste or try the product example before, nor can they know or test the product before. 5, The product or component of the tourism product depends largely on manpower and few uses machinery, 6, The tourism product component is a risky business Middleton [14] provides a deeper sense of the components of tour products that are "The tourist products to be considered as an amalgam of three main components of attraction, facilities at the destination and accessibility of the destination."

According to Brown and Stange, a destination can be a tourist destination if it has 3A components namely Attraction, Activity and Accessibility. Another opinion was presented by Cooper *et al.* [15] which states that the tourism component consists of 4A namely Attraction, Amenities, Ancillary, and Accessibility. Buhalis presents a different theory that the tourism component consists of 6A namely Attraction, Amenities, Ancillary, and Activity. Based on a literature review on the tourism component presented by some experts, then in this research, the authors synthesize the theory so that the 3A tourism component is obtained. According to the Law of the Republic of Indonesia Number 10 on Tourism, it is mentioned that tourism is a business that provides goods or services for the fulfilment of tourism needs.

An adequate understanding of the characteristics of tourism products will be able to provide a good understanding of planning, development, management, and marketing. Characteristics of tourism products are as follows: 1, Cannot be stored, 2, Can not be moved, 3, Production process and consumption process, 4, Does not have standard strand, 5, Can not be tried, 6, Tourism product management contains many risks, 7, Intangible.

Travel Promotion

Promotion is part of the marketing mix. Promotion function is to notify the product that will be offered to potential travellers who will be the target market. Promotion activities are ideally carried out through several media that are deemed effective in reaching market targets such as print and electronic media and preparing promotional materials (brochures, flyers, leaflets and the like) [16]. According to Morison [16] promotion is a part of communication in marketing that provides travellers with information and knowledge in an informative and persuasive manner. There are five promotions known as promotional mix, namely: 1, Advertising, 2, Personal Selling, 3, Sales Promotion, 4, Merchandising, 5, Public Relation and Publicity Public relation,

Destination image

Loyalty is determined by the criteria of consumer evaluation of the product or consumer perception of product attributes. The whole evaluation or perception is referred to as the image. This concept is defined in many ways, but no one raises Martineau's idea as quoted by Engel, *et al.* [17] on the image is the way in which a product or brand is defined in the minds of shoppers, partly by its functional quality and partly by its psychological attributes. Image is the reality that consumers rely on when choosing, an image measurement is an essential tool for consumer analysis. Robert [18] defines the image as a general overview or perception of the general public about a company, unit, or product. A defined partner Kotler [19] as a belief in a product or brand. Awar [20] defines the image as a unique set of associations that the marketer wants to create or maintain. Assael [21] defines the image as a whole perception of a product formed from information processing from a variety of source, all the time. Referring to some definitions of the above imagery, it can be concluded that the imagery is an impression owned by consumers and the public on a product, service or company as a reflection of the evaluation of the product, service, or company concerned.

The perception of the tourist destination image influences the satisfaction and intentions to visit related locations in the future, which of course depends on the ability of the tourist destination to provide a memorable positive experience gained during the tour [13]. Court and Lupton [22] in their study of tourism found real evidence that the image positively affects the intention to visit again in the future which can be equated with loyalty to the tourist destination. The results of the study Bigne *et al.* [23] also give attention to the perception of tourists to the relationship between the image of a destination area to its behaviour. Bigne *et al.* [23] also added the concept of quality and satisfaction in the model analyzed.

Croy [24] mentions the importance of image for a tourist destination, creating hope, can be used as a marketing strategy and market segmentation, is one form of consumption, influencing prospective markets, and play a role in satisfaction and selection of destination areas. In the end, he writes that imagery and satisfaction will affect the consumer's loyalty. Witt and Moutinho [25] as quoted by Basiya and Rozak [11] states that the attraction of tourist destinations is the main motivation for tourists to make a tourist visit. Travel destinations are grouped into four attractions, namely: 1, Natural attraction, 2, A tourist attraction in the forms of building attraction, 3, Tourist attraction attractions, 4, Attraction cultural tourism (cultural attraction), 5, Attraction social tour.

World Tourism Organization, the factors affecting the demand for international tourism (global

tourism) include the choice of tourist attractions and other factors of the tourism industry. As quoted by Schiffman and Kanuk [26] that in determining the quality of services by consumers is based on attributes associated with the product. Some attributes are intrinsic and extrinsic of goods or services. Qu *et al.* [9] in his study measuring tourist destination imagery based on three elements: 1, cognitive image, 2, unique image, 3, affective image

This research explains the visitor's interest is influenced by product variables and promotions. In addition, the buy-back intent is basically a customer behaviour in which the customer responds positively to the quality of a company's services and intends to re-visit or re-consume the product [10]. Consumer decision to visit the tourist destination is influenced by the image of the positive tourist destination [27]. One of the benefits of the destination image is to increase the number of tourists.

A factor that may affect the destination image is a component of a travel product. Research conducted by Marziolina and Martis [28] states that product dimensions have a positive effect on repurchase intentions. While according to Weiler [29], components of tourism products and supporting infrastructure are a strong attraction and are one of the variables and determinants in choosing destinations and tourist activities.

In addition, Marziolina and Martis [28] argue that the most influential variable to the image is promotion. Nurmiyati [30] also stated that sales promotion has a significant effect on the image. While in the process of seeking information to determine travel decision decisions, consumers can obtain information from various sources. One of them is commercial (advertising) sources and public sources (mass media) included in promotional variables.

Hypotheses Development

The hypotheses of this study are as follows:

- H1 = There is a direct and significant influence of tourism product on brand image.
- H2 = There is a direct and significant influence of tourism promotion on brand image.
- H3 = There is a direct and significant influence of tourism products on revisit intentions
- H4 = There is a direct and significant influence of travel promotion on revisit intentions.
- H5 = There is a direct and significant influence of brand image on revisit intentions.
- H6 = Travel product affects the revisit intention through brand image.
- H7 = Travel promotion affects the revisit intention through brand image.

RESEARCH METHODS

The location of the research is at the Department of Culture and Tourism of North Sumatra province by taking samples in Lake Toba Region with seven districts namely Karo, Dairi, Tobasa, Samosir, Humbang Hasundutan, Simalungun, and North Tapanuli. The method in this study is descriptive. The population of this research is domestic tourists who have been tourists in North Sumatra province. Sampling technique using simple random sampling. In this research there are 11 variable indicators, therefore, the amount of sample taken in this research is minimal is $13 \times 5 = 65$ respondents. The method of data collection

used is field research and library research. The questionnaires scale method by using a Likert scale.

RESULTS & DISCUSSION

Results

Test of Normality

The residual normality test results in the research model are summarized in Table 1

Table-1: Shapiro-Wilk Test Sub-Structure of the research model

	Tests of Normality					
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstandardized Residual	.062	148	.200*	.972	148	.004
*. This is a lower bound of the true significance.						
a. Lilliefors Significance Correction						

Table 1 shows information that the significance value of the normality test using the Kolmogorov-Smirnov test is 0.200. The significance value of Kolmogorov-Smirnov > 0.05 indicates that the residual distribution of research data is a normal distribution.

Multicollinearity test

The regression results in the research model show the VIF value summarized in Table 2

Table-2: Collinearity Statistics of Research Regression

Model	Collinearity Statistics		
	Tolerance	VIF	
1	(Constant)		
	Tourism Products	.721	1.387
	Tourism promotions	.276	3.628
	Destination Image	.272	3.683

Table 2 shows information that there is no multicollinearity problem between the independent variables of the research with the value of VIF < 5.0 on each independent variable. Thus, there is no strong linkage between the tourism product variable (X1), promotion (X2), and brand image (Z).

Autocorrelation Test

Durbin-Watson's statistical test results are presented in Table 3

Table-3: Durbin Watson test statistic results

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.967 ^a	.934	.933	.82733	1.844
a. Predictors: (Constant), Brand Image, Tourism Products, Tourism promotions					
b. Dependent Variable: Revisit Intention					

The value between DU and 4-DU indicates no autocorrelation problem. The DU value of 150 samples and 3 independent variables is 1.7741. Thus, the expected Durbin-Watson figure ranges from 1.7741 to

2.226. The results of research regression show Durbin-Watson statistics of 1,844. This value is at a safe number. Thus, statistically, there is no autocorrelation problem in data and research model.

Regression result of tourism product (X1) and tourism promotion (X2) on the brand image (Z)

Table-4: The determination coefficient for the first model

Model	R	R Square	Adjusted R Square
1	.854 ^a	.728	.725

Table 4 presents information on the predictive capability of the research model in the Research Model. R-square adjusted values in the Research Model indicated that the tourism product variables (X1) and promotion (X2) were able to explain 72.5% variance of

data on the dependent variable of brand image (Z). As much as 27.5% of data variance on brand image is explained by other variables not examined in this model.

Table-5: ANOVA
The first model

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	876.906	2	438.453	194.510	.000 ^b
	Residual	326.851	145	2.254		
	Total	1203.757	147			

Table 5 shows information that together the tourism product variables (X1) and Promotions (X2) can significantly affect the brand image. This decision is obtained based on the F-calculated value greater than

the F-Table, or through the F-test significance value smaller than 0.05 (Sig F = 0,000). Thus, the tourism product variables (X1) and promotion (X2) are feasible as a predictor for brand image.

Table-6: Path coefficients for the first model

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.631	.538		4.893	.000
	Tourism Products	.043	.018	.117	2.338	.021
	Tourism promotions	.783	.050	.789	15.768	.000

Based on Table 6, the significance value of each variable is tourism product = 0.021 and promotion = 0.000 smaller than 9.

Regression results of the influence of tourism product (X1), promotion (X2) and brand image (Z) on revisit intention (Y)

Table-7: The determination coefficient for the second model

Model Summary					
Model	R	R Square	Adjusted R Square	Std. An error of the Estimate	Durbin-Watson
1	.967 ^a	.934	.933	.82733	1.844

a. Predictors: (Constant), Destination Image, Tourism Products, Tourism promotions

Table 7 presents information on the predictive capabilities of research models in the Research Model. The adjusted R-square values in the Research Model indicate that the tourism product variables (X1), promotion (X2) and brand image (Z) were able to

explain 93.3% variance of data on variable dependent interest returns (Y). On the other hand, as much as 6.7% of the data variance on the return visit interest is explained by other variables not examined in this model.

Table-8: ANOVA
the second model

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1405.618	3	468.539	684.521	.000 ^b
	Residual	98.565	144	.684		
	Total	1504.182	147			

a. Dependent Variable: Revisit Intention
b. Predictors: (Constant), Destination Image, Tourism Products, Tourism promotions

Table 8 presents information that simultaneously the tourism product variables (X1), Promotions (X2) and brand image (Z) can significantly affect the interest of return visits. This decision is obtained based on the F-calculated value greater than

the F-Table, or through the F-test significance value smaller than 0.05 (Sig F = 0,000). Thus, the travel product variables (X1), promotion (X2) and brand image (Z) are true as predictors for the return visit interest.

Table-9:Path coefficients for the second model

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.183	.320		-3.701	.000
	Tourism Products	-.009	.010	-.023	-.896	.372
	Tourism promotions	.392	.045	.353	8.696	.000
	Destination Image	.739	.046	.661	16.141	.000

Based on Table 9, it is known that the significance value of the three variables is tourism products = 0.372, promotion = 0.000, and brand image = 0.000 lower than 0.05. This result shows that the second model regression namely promotion and brand image have an influence on the revisit intention. However, tourism products do not affect the interest of return visits.

CONCLUSIONS & SUGGESTIONS

Conclusion

Based on the results of the research and discussion, the conclusions can be taken are as follows: 1) In general, the tourism area of Lake Toba has not received a good response from tourists because it is in the average range of respondents' poor answers. Part of the tourist attraction product (A1) is still in respondent's poor response, but each has a better average value compared to accessibility products (A2) and amenity tourism products (A3) that meet the least favourable position between parts of 3A. Of the five respondents' statements can still give a good answer to two statements ie the rides are quite interesting and many souvenirs are available. The average answer of the Respondent to the amenity tourism product (A3) is poor which includes: facilities provided, quality and service of hotel and accommodation. However, some respondents still feel that the restaurant/diner is still satisfying service. 2) Karo District area for amenity and accessibility is still lacking. North Tapanuli and Simalungun regencies for Promotion and products are still lacking. These are based on respondents' perceptions. 3) Tourism product variables in the form of attractions, accessibility and amenities (promotion) and promotions have a significant effect on the brand image of the Lake Toba area of North Sumatra either simultaneously or partially. 4) Tourism product variables in the form of attraction, accessibility and amenity (facilities) have no significant effect on visitor interest while the promotion variable has a significant influence on interest in a visit to Lake Toba North Sumatera area either simultaneously or partially. 5) The image of a destination has a significant influence on the intention of tourists to visit the Lake Toba Region of North Sumatra. 6) The components of tourism and promotion products have a significant effect on tourists' intentions to visit the North Sumatra Lake Toba Region through destination brand image. The role of image (destination) image is as a partial mediating variable.

The most dominant variables affecting the intention of tourists to visit are the tourism product variables.

SUGGESTIONS

Based on the results of the research, some suggestions can be presented as follows; tourism products are the most influential factor in the intention of tourists to visit the Toba Lake Region. The tourism product component of the amenity (A3) is the variable that has the least value of the good when compared to the attraction and accessibility variables, therefore it is necessary to repair the facilities provided, the quality and service of hotels and accommodation. Meanwhile, tourist attraction products are needed for natural scenery such as maintaining natural cleanliness and enhancing festival or cultural events. Meanwhile, related parts of the tourism product accreditation required road repairs and road signs. Area planning and development of supporting infrastructure are complemented. In the area arrangement, the development of infrastructures such as hotel, restaurant and tourism attraction and human resource improvement should be done in North Sumatra. Developments by the Tourism Department need to be supported not only by the readiness of access to transportation such as airports and roads but also requires structuring of areas, supporting infrastructure development. The government must test the effectiveness of the promotion being carried out. It is important that promotional costs be targeted and not worth the effort. Promotionally inaccurate goals will only be spent without reaching promotional goals. The government is expected to improve the tourism product, supporting tourism infrastructure, attraction tourism products, amenities and accreditation. Because good infrastructure means the travellers feel safe and secure in making a tour, so they are more interested in re-travelling for a tour. The government is expected to provide counselling to the public to improve their skills, to make souvenirs of local cultural heritage, such as: making statues, stabs, shirts of environmental culture, etc. at affordable prices. This will increase people's income.

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